

Olsen twins sign new deal worth millions

By Stephen Galloway

HOLLYWOOD REPORTER

BERTELSMANN Music Group's BMG Kidz division Tuesday detailed its multi-million deal with Mary-Kate and Ashley Olsen, the young stars of ABC's "Full House."

That deal will bring the Olsens some \$5 million to \$7.5 million over the next year alone and will involve an upfront expenditure on Bertelsmann's part in excess of \$15 million, according to sources.

Using the 8-year-old twins to spearhead the newly restructured BMG Kidz, Bertelsmann is funding the creation of three labels designed to handle different aspects of the Olsen deal. The labels — Dualstar Records, Dualstar Video and Dualstar Interactive — will be based in Los Angeles.

According to the terms of the deal, the Olsens will split profits 50-50 with BMG Kidz and will retain all rights to their products.

First up on the Olsens' slate will be two video episodes of a projected musical mystery series, "The Adventures of Mary-Kate & Ashley." Those first episodes will be titled "The Case of Thorn Mansion," a haunted house thriller, and "The Case of the Logical I Ranch," a Wild West mystery. The videos will be released Sept. 13 along with a companion album, "Give Us a Mystery."

“The Olsen twins are now the cornerstone of the new BMG Kidz.”

Jack Rovner

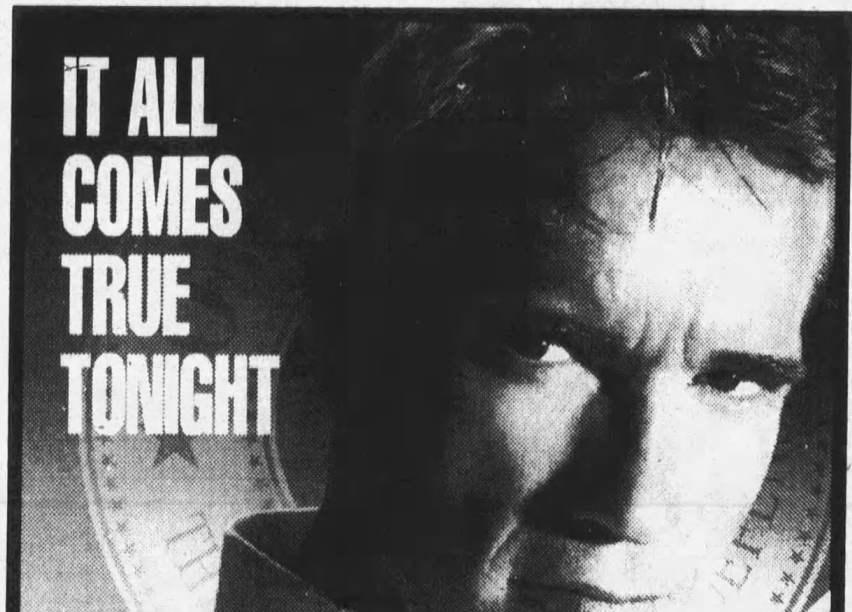
senior vice president of BMG Ventures

Two other videos and a companion album will follow next spring. None of these projects will interfere with the Olsens' commitment to "Full House."

Bertelsmann has already secured

commitments from Playskool, Carnival Cruise Lines and the MGM Grand Hotel and Theme Park to offer tie-ins for the video series.

"With 55 million TV viewers each week in the U.S. alone, millions more worldwide and an amazing album and video debut, the Olsen twins are now the cornerstone of the new BMG Kidz," said Jack Rovner, senior vice president of BMG Ventures. He was referring to the success of "Full House" and also of the Olsens' albums "Brother for Sale" and "I Am the Cute One" as well as their video debut, "Our First Video," which topped Billboard's music video chart for seven weeks.



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